Abstract

Sales forecast plays a prominent role in business strategy for generating revenue. Sales forecast depends on some of the factors as the market demand, promotion strategy used, living standard of the people, inflation rate, consumables price, public image of the company, market share, quality of service and so on. In this paper sales forecast of Maruti Suzuki Ltd, an automobile industry in India is considered. The inflation rate, petrol price, previous month sale are found to be more prominent parameters influencing the sales forecast of cars in this company. The model is trained using Fuzzy Neural Back Propagation Algorithm. The result thus obtained is compared with other statistical technique like multiple regression technique. However the result obtained by proposed algorithm is found to be superior to the result obtained by multiple linear regression technique.

References


Index Terms

Computer Science Neural Networks

Keywords

Sales Forecast FBPN Non-linear method Automobile Industry